

Seafood

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INTRODUCTION / SHRIMP / TUNA / SALMON AND TROUT / OTHER SEAFOOD PRODUCTS

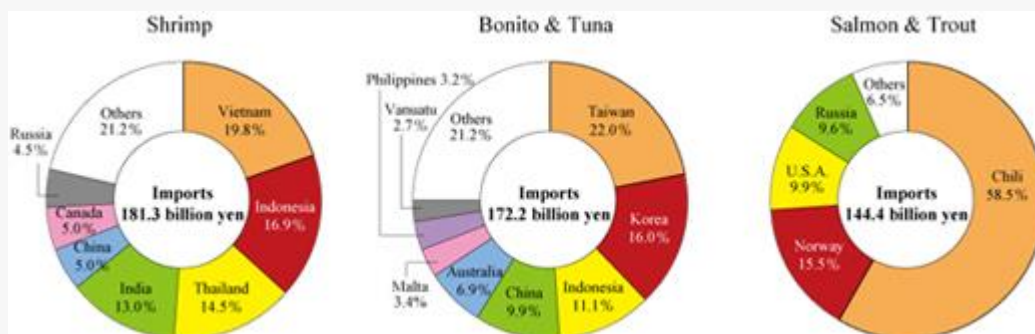
Introduction

Japan's 3 biggest seafood imports are shrimps, tuna, and salmon & trout. Each of these goes largely over 100 billion yen annually in import value, and make up nearly 40% of all seafood products.

According to the import customs statistics (2010), the quantity rose 4.9% to 2,722,562 tons from the previous year, and the import value rose 5.5% to 1.3669 trillion yen.



The basic theme of strong yen at the exchange rate has contributed to this. Imports by fish type are minced Alaska Pollock, mackerel, bottom fish, cod roe, herring roe, and shrimp. Due to the 3.11 Earthquake, the future consequences are considered to be unpredictable for import of seafood.



Sources: "2010 Import/Export Overview of Agricultural and Marine Products" compiled by Ministry of Agriculture, Forestry, and Fisheries of Japan

Shrimp

The amount of imported shrimps went over 200,000 tons for the first time in 3 years. The average price per kilogram was 827 yen. The market rate of the production area

increased in the main force, cultured shrimp due to the rising demand of Vannamei shrimp and Black Tiger (BT) by the US. The imported amount on a country basis increased in Thailand, India, Vietnam, Malaysia, Russia, and Argentina. On the other hand, the amount dropped in China, Indonesia, and Greenland. The country with the most importing amount is BT centered Vietnam with 44,570 tons and kept its place at the top. Next is Vannamei centered Thailand with 37,653 tons followed by BT centered Indonesia with 31,192 tons. Marine products trading company says, "The costs would become very strict when the yen becomes weak."

Import volume of processed shrimps increased 9.2% year to year to 70,000 tons making a progress from the year before.

Tuna

The total amount of tuna increased because of frozen albacore. Especially imports from Taiwan and Republic of Vanuatu jumped up. Bigeye tuna dropped 3,000 tons, but yellowfin tuna increased 6,000 tons, and the overall volume increased. On the other hand, due to the effects of international regulations, high quality tuna such as pacific blue fin tuna and southern blue fin tuna dropped its number in both the fresh and frozen field. Yellowfin tuna was able to keep the same number as the previous year. The popularity of albacore's lean meat comes from consumers wanting cheaper prices.

Salmon and trout

The import volume of salmon and trout decreased 0.7% in 2010 to 237,000 tons from the previous year. Out of this, 30% were silver salmons (frozen) from Chile. Trout (frozen) from Chile is 15% and frozen sockeye salmon from the US and Russia makes 30%. The downfall of salmon and trout continues. The only increases were sockeye salmon from Canada BC which were a good catch "once in a



hundred years" and Russian sockeye salmon which the ship (drift netters) left for fishing for the first time in 2 years. Cultivation decreased and natural fish increased in processed goods, but added value products such as fillet and smoked, preparations rose.

Other seafood products

Starting from Asia and Europe, although the demand for seafood is rising, it is becoming active to only get a certain amount of seafood supplies. Canned tuna and bonito is a standard and are keeping their strong positions, but many processed seafood products are going through a hard time as the food become westernized and diversified. To get more demand, new menu developments are required. Japanese salty seaweed was used as an almighty seasoning for pasta menus, and widened its market.

Stripped clams, trout, mackerel with salt, seafood mix, stripped shrimp, fried shrimp, fried oyster, fried fish with white flesh, and other processed products are expected to have new ideas and measures just like the salty seaweed pasta menu.